**Types of Consumers Evaluation**

1. Identify and describe a specific and appropriate consumer group for each of the following stores or services. Explain your choices in two or three sentences for each. (20 marks – 1 mark for identifying and describing each target market and 1 mark for explaining each choice)
   1. Store that sells stairlifts (a type of in-home elevator)
   2. Perfume shop
   3. Dollar store
   4. Wireless plan with unlimited parent-child communication
   5. Fitness centre with a weight loss program
   6. Restaurant with dinner specials between 4:00 and 6:00 p.m.
   7. Motor scooter dealer
   8. Store that sells rock star posters
   9. Housekeeping service
   10. Beauty spa
2. Imagine you own a small restaurant and you do your own marketing. As the owner of an independent restaurant, name and describe briefly (2 or 3 sentences) three trends that may have an impact on your business. Explain how your chosen trends will affect your business. (6 marks – 1 marks for each trend, 1 mark for explaining how it will affect the business)